



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2015 MARKETING PLAN

Advertising- International Media

OVERVIEW:

International efforts will focus on the following markets and media strategies to generate travel to Texas:

- **Canada**
 - * TV
 - * Online display advertising
 - * Search Media
 - * Social
 - * Consumer/trade magazine
- **Mexico**
 - * TV
 - * Online display advertising
 - * Search Media
 - * Newspaper
 - * Consumer/trade magazine
 - * Radio
 - * Out of home media
- **UK**
 - * TV
 - * Online display advertising
 - * Search Media
 - * Social
 - * Newspaper
 - * Consumer magazine
 - * Radio
 - * Out of home media
- **China/Japan**
 - * Online display advertising
 - * Search Media
 - * Consumer/trade magazine
- **Germany**
 - * TV
 - * Online display advertising
 - * Search Media
 - * Social
 - * Consumer magazine
 - * Out of home media
- **Brazil**
 - * Online display advertising
 - * Search Media
 - * Consumer/trade magazine
- **Australia**
 - * Online display advertising
 - * Search Media
- **France**
 - * Online display advertising
 - * Search Media
- **The Netherlands**
 - * Online display advertising
 - * Search Media

INTERNATIONAL OBJECTIVES:

The advertising efforts in each country are aimed to build awareness of Texas as a premiere vacation destination that appeals to all interests among the international consumer and travel trade audiences. Additionally, seek to leverage media to maximize inquiries/requests for travel packages while also providing co-op opportunities for partners in the international markets.

To view full International Media Plan please visit <http://travel.state.tx.us>.